CLAIMS

1. An open gel delivery system in which a constant release rate of active volatiles results from producing the gel system so as to provide that:

 $b_i^{\circ} > 1.2~c_i^{\circ}$, preferably $b_i^{\circ} > 5~c_i^{\circ}$, and more preferably $b_i^{\circ} > 20~c_i^{\circ}$, $a_i^{\circ} > 1.6~c_i^{\circ}$, preferably $a_i^{\circ} > 8~c_i^{\circ}$, and more preferably $a_i^{\circ} > 25~c_i^{\circ}$, the value of $\alpha_i > 2.5$, preferably > 10, and more preferably > 30

where,
$$\alpha_l=(\alpha_1)(\alpha_2)(\alpha_3)$$
, wherein $\alpha_1=a_i^{\circ}/b_l^{\circ}$, $\alpha_2=b_l^{\circ}/c_l^{\circ}$, and $\alpha_3=a_i^{\circ}/c_l^{\circ}$

and the value of β_F / α_I > 3, preferably > 10, and more preferably > 30 where $\beta_F = (\beta_1)(\beta_2)(\beta_3)$, wherein

$$\beta_1 = a_F^o / b_F^o$$
, $\beta_2 = b_F^o / c_F^o$, and $\beta_3 = a_F^o / c_F^o$,

wherein

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 a_i^o is the largest value of x, y, or z at the initial condition, c_i^o is the smallest value of x, y, or z at the initial condition, b_i^o is the remaining value of x, y, or z at the initial condition, a_F^o is the largest value of x, y, or z at the final condition, c_F^o is the smallest value of x, y, or z at the final condition, and b_F^o is the remaining value of x, y, or z at the final condition, wherein initial condition and final condition refer to the dimensions of the gel

- system prior to volatilization, and after volatilization, respectively, and

 x = the dimension measured in the x direction of the projection of the gel

 system in the x-z plane
 - y = the dimension measured in the y direction of the projection of the gel system in the x-y plane
 - z = the dimension measured in the z direction of the projection of the gel system in the x-z plane.
- 2. The open gel delivery system of claim 1, wherein said active volatiles are selected from the group consisting of materials employed for air freshening, insect control, and odor abatement.

3. The open gel delivery system of claim 1, wherein said active volatile is a fragrance.